



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Effective Leadership, Successful Fundraising Online Course

After completion of this course, the participant will:

- 1) Distinguish between leadership and management when guiding fundraising for a nonprofit organization;
- 2) Recognize the four roles of the nonprofit leader and how those roles support successful fundraising;
- 3) Develop skills in transformational, in-group, and authentic leadership to utilize when leading up and across the nonprofit organization toward successful fundraising;
- 4) Foster and strengthen a growth mindset of continuous improvement and innovation;
- 5) Understand the distinct strategies of leading and communicating during times of crisis; and
- 6) Apply principles of ethical decision making to effective leadership practice and fundraising.

Pre-Reading:

“Fundraising, Leadership, and the Future,” by Bill Stanczykiewicz

Week 1:

Leadership v. Management
Fundraising Skills = Leadership Skills
Humility
Power & Authority

Week 2: Vision

Hiring the right people onto your team
The Four Roles of the Nonprofit Leader
The leader’s first responsibility: Vision!
How to look outside your nonprofit and into the future

Week 3: Vision & Change Agent

Transformational Leadership
In-Group Leadership

Leading Up
The leader as change agent

Week 4: Coach

The leader as coach
Authentic Leadership
Active listening and responsive communication
Continuous improvement and innovation

Week 5: Coach & Crisis Leadership

Knowing when to say “no”
Overcoming resistance
Expect the unexpected
Crisis leadership and communication

Week #6:

Ethical leadership
Exercise habits for self-care
Leadership, Vision, and Fundraising
Leadership and your opportunities